



PRESS RELEASE

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For immediate release

intoPIX presents its new range of JPEG 2000 Mathematically Lossless IP-Cores at IBC 2008

Louvain-La-Neuve, Belgium : **intoPIX**, the leader in JPEG 2000 solutions presents its new Mathematically Lossless family of encoders and decoders.

Keeping the highest image quality is the priority in Production and Archiving. This has always been accomplished using raw or uncompressed formats. However, our digital era is associating this need with an additional issue: increased resolution, frame rates and quality are making bandwidth and storage needs skyrocket. Cutting them in half or even by three while keeping every bit of information unaltered is now possible with intoPIX's new range of Mathematically Lossless hardware codecs.

The M-Lossless family is able to process 10, 12 and up to 16 color bit depth, HD 1080 resolutions up to 60p and DCI 2K and 4K compliant formats in real-time, keeping bit-to-bit reversibility.

"This new IP-Core pushes the flexibility and performance levels even further and merges efficiently JPEG 2000 benefits with intoPIX's hardware compression know-how. It is now possible to have the best of both worlds: uncompressed quality and compression efficiency"
said Pedro Correa, Application Manager at intoPIX.

During IBC, a complete JPEG 2000 encoding-decoding chain will be demonstrated at our booth (10.D.29), displaying several compression ratios up to Mathematically Lossless.

For more information, or to schedule a demo at IBC, contact sales@intopix.com.

Visit us at IBC, booth 10.D.29.

About intoPIX

intoPIX develops and commercializes high end image processing and security tools in large data streams with high intrinsic value. The applications are aimed especially at pictures having demanding requirements in quality, security and authoring rights. Based in Louvain-la-Neuve (Belgium), intoPIX was established in 2005, quickly becoming the international reference for hardware JPEG 2000 coding solutions. More information on the company and the products can be found on the website at www.intopix.com

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